

# **Carnegie Success Connection Tip of the Week - February 4, 2008**

**“Experience teaches only the teachable.”- *Aldous Huxley***

**The use of evidence is an essential part of an effective presentation. A question often in the mind of audience members, albeit one that may seldom be expressed, is, "Why should I believe you?" It is not the audience's responsibility to be convinced, rather, it is responsibility of the *presenter* to convince the audience. The greatest tool with which we might do this is the evidence we've discovered that made us believers in the first place. This list provides a great model for the successful delivery of any such information that may help sell your case and conviction:**

- **Demonstrations**
- **Examples**
- **Facts**
- **Exhibits**
- **Analogies**
- **Testimonials**
- **Statistics**

**Source:  
High Impact Presentations**

**Dale Carnegie**

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